

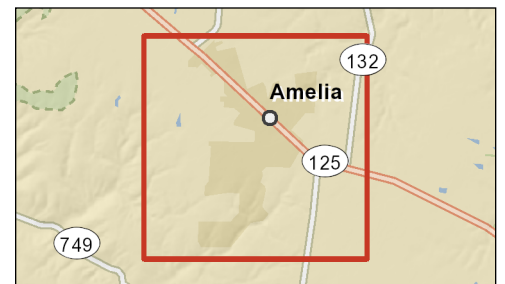
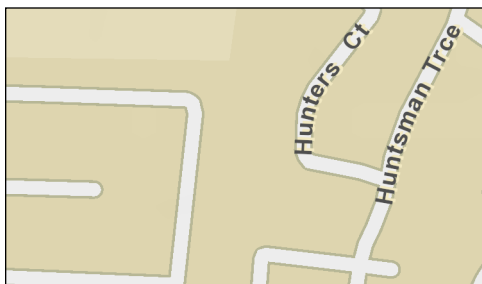
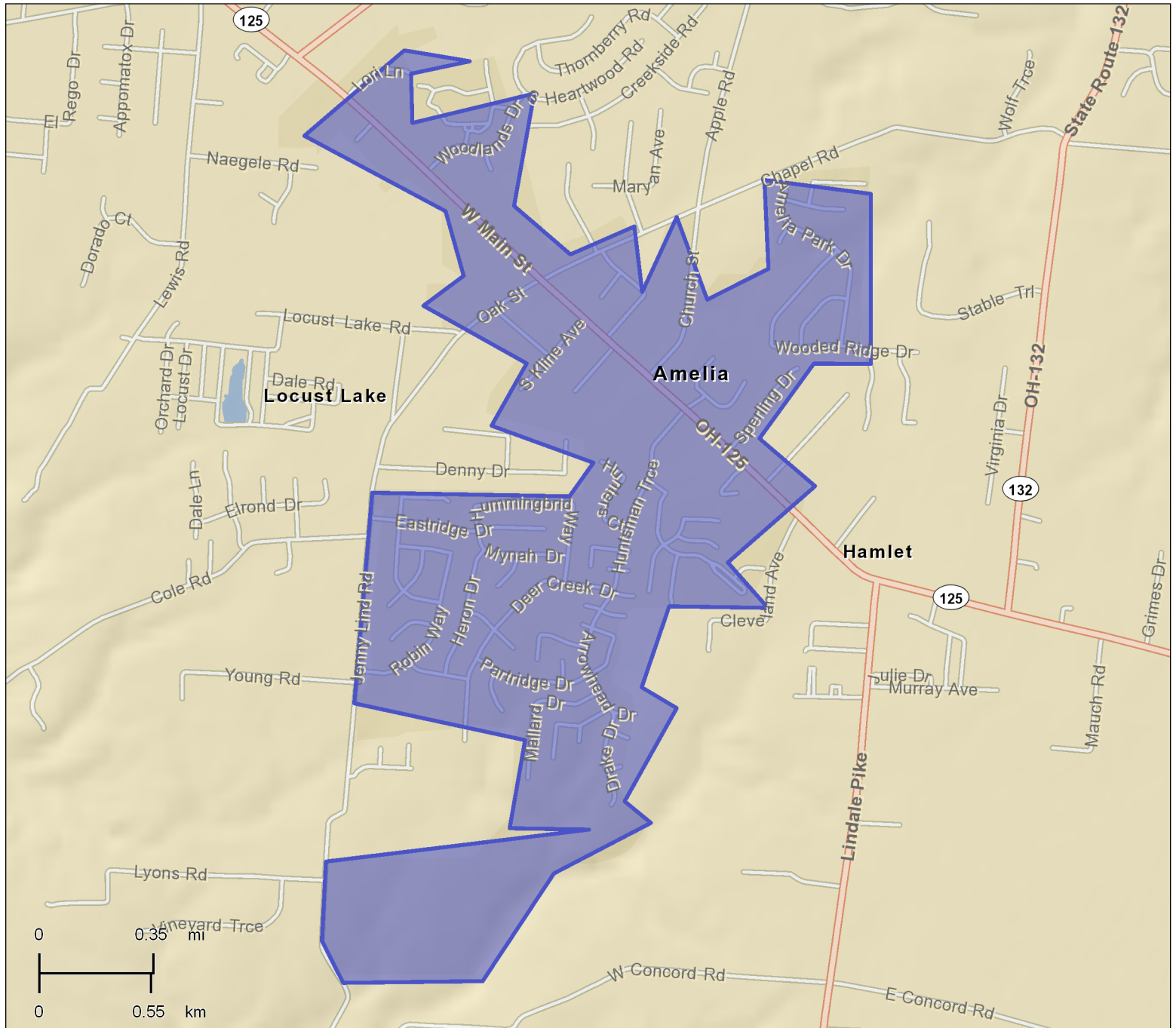


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Amelia Village, OH
City and Town (Place): Amelia Village-OH
Standard Geography

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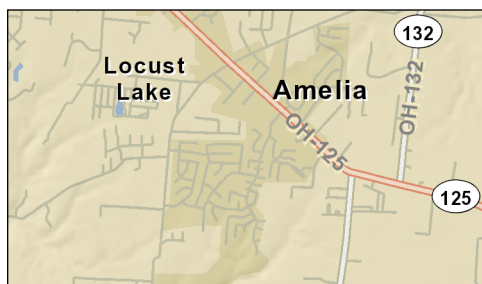
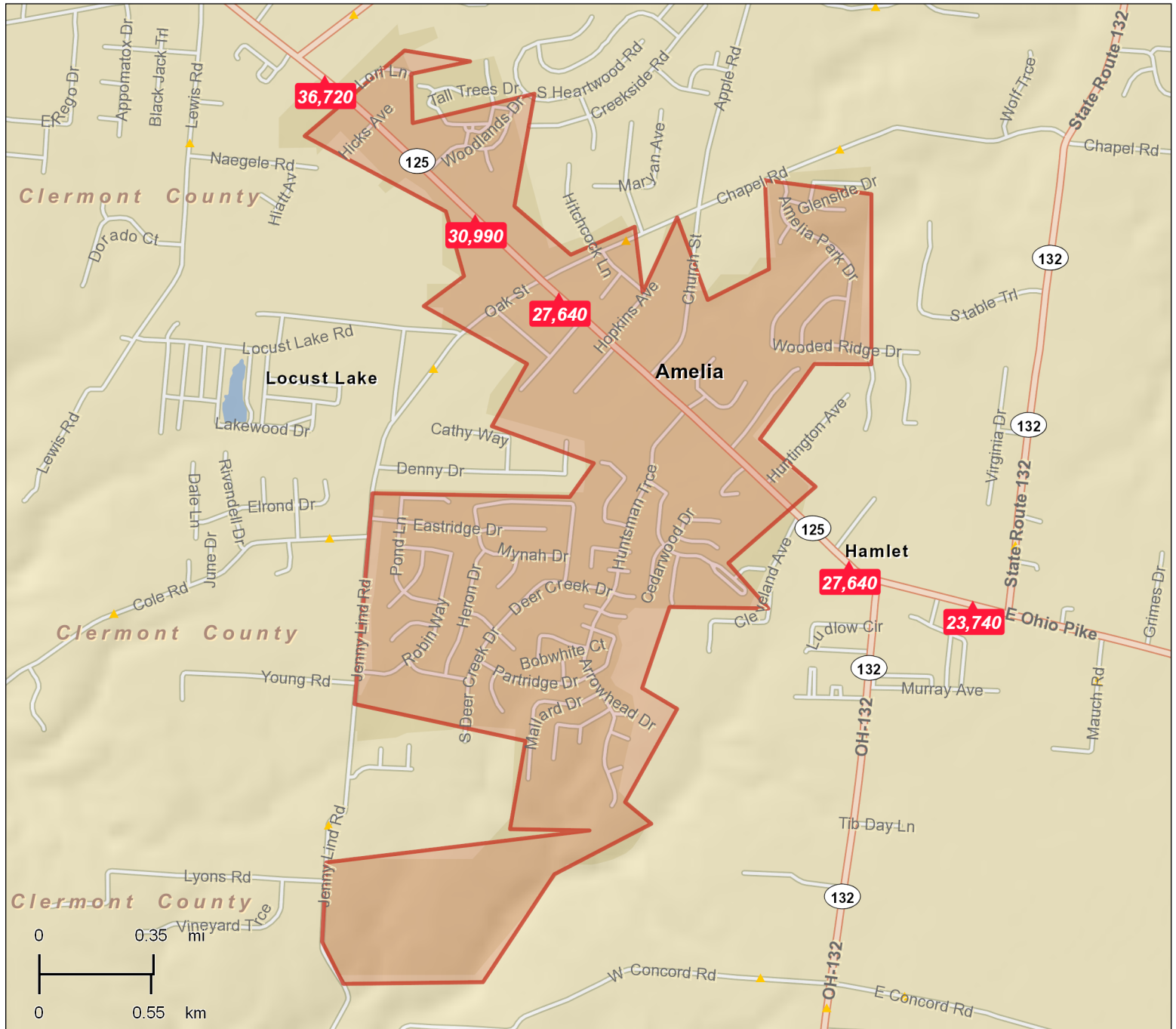


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

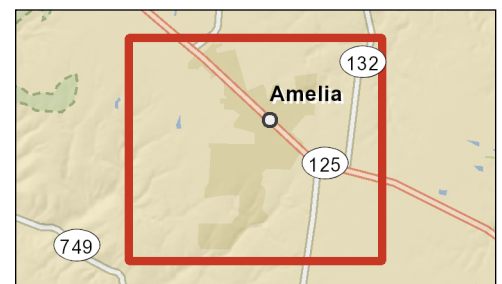
Amelia Village, OH
3901742 (Amelia village)
Geography: Popular places

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Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

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Market Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Amelia village, OH (39017...

Population Summary

2000 Total Population	2,979
2010 Total Population	4,801
2012 Total Population	4,900
2012 Group Quarters	1
2017 Total Population	5,105
2012-2017 Annual Rate	0.82%

Household Summary

2000 Households	1,171
2000 Average Household Size	2.54
2010 Households	1,830
2010 Average Household Size	2.62
2012 Households	1,855
2012 Average Household Size	2.64
2017 Households	1,937
2017 Average Household Size	2.63
2012-2017 Annual Rate	0.87%
2010 Families	1,238
2010 Average Family Size	3.15
2012 Families	1,295
2012 Average Family Size	3.12
2017 Families	1,340
2017 Average Family Size	3.13
2012-2017 Annual Rate	0.69%

Housing Unit Summary

2000 Housing Units	1,248
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	38.7%
Vacant Housing Units	6.2%
2010 Housing Units	1,974
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	33.4%
Vacant Housing Units	7.3%
2012 Housing Units	1,993
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	6.9%
2017 Housing Units	2,057
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	5.8%

Median Household Income

2012	\$48,970
2017	\$53,544

Median Home Value

2012	\$129,883
2017	\$137,432

Per Capita Income

2012	\$20,733
2017	\$22,825

Median Age

2010	30.5
2012	31.2
2017	31.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Amelia village, OH (39017...

2012 Households by Income

Household Income Base	1,855
<\$15,000	12.1%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	21.5%
\$50,000 - \$74,999	29.3%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	2.0%
\$200,000+	0.9%
Average Household Income	\$55,602

2017 Households by Income

Household Income Base	1,936
<\$15,000	11.0%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	34.7%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	2.3%
\$200,000+	1.0%
Average Household Income	\$61,021

2012 Owner Occupied Housing Units by Value

Total	1,255
<\$50,000	1.4%
\$50,000 - \$99,999	13.9%
\$100,000 - \$149,999	57.9%
\$150,000 - \$199,999	23.8%
\$200,000 - \$249,999	1.5%
\$250,000 - \$299,999	0.6%
\$300,000 - \$399,999	0.2%
\$400,000 - \$499,999	0.2%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$133,486

2017 Owner Occupied Housing Units by Value

Total	1,359
<\$50,000	0.6%
\$50,000 - \$99,999	8.8%
\$100,000 - \$149,999	54.3%
\$150,000 - \$199,999	32.9%
\$200,000 - \$249,999	2.1%
\$250,000 - \$299,999	0.7%
\$300,000 - \$399,999	0.2%
\$400,000 - \$499,999	0.2%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$142,219

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Amelia village, OH (39017...

2010 Population by Age

Total	4,801
0 - 4	11.4%
5 - 9	8.3%
10 - 14	6.8%
15 - 24	11.5%
25 - 34	22.0%
35 - 44	14.6%
45 - 54	11.0%
55 - 64	8.6%
65 - 74	3.4%
75 - 84	1.7%
85 +	0.7%
18 +	70.3%

2012 Population by Age

Total	4,900
0 - 4	10.8%
5 - 9	8.0%
10 - 14	6.8%
15 - 24	11.7%
25 - 34	21.4%
35 - 44	14.3%
45 - 54	11.3%
55 - 64	8.9%
65 - 74	4.1%
75 - 84	1.9%
85 +	0.7%
18 +	71.2%

2017 Population by Age

Total	5,104
0 - 4	10.8%
5 - 9	8.0%
10 - 14	6.9%
15 - 24	11.0%
25 - 34	21.8%
35 - 44	14.2%
45 - 54	10.4%
55 - 64	9.2%
65 - 74	4.9%
75 - 84	2.0%
85 +	0.7%
18 +	71.2%

2010 Population by Sex

Males	2,327
Females	2,474

2012 Population by Sex

Males	2,400
Females	2,500

2017 Population by Sex

Males	2,500
Females	2,604

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

April 18, 2013



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Amelia village, OH (39017...

2010 Population by Race/Ethnicity

Total	4,801
White Alone	95.1%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.6%
Hispanic Origin	1.9%
Diversity Index	12.9

2012 Population by Race/Ethnicity

Total	4,900
White Alone	94.6%
Black Alone	2.1%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.6%
Hispanic Origin	2.3%
Diversity Index	14.5

2017 Population by Race/Ethnicity

Total	5,106
White Alone	92.4%
Black Alone	3.7%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.8%
Hispanic Origin	3.2%
Diversity Index	19.7

2010 Population by Relationship and Household Type

Total	4,801
In Households	99.9%
In Family Households	84.4%
Householder	25.8%
Spouse	18.7%
Child	33.8%
Other relative	3.0%
Nonrelative	3.0%
In Nonfamily Households	15.5%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Amelia village, OH (39017...

2010 Households by Type

Total	1,830
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	67.7%
Husband-wife Families	49.2%
With Related Children	27.7%
Other Family (No Spouse Present)	18.5%
Other Family with Male Householder	5.1%
With Related Children	3.1%
Other Family with Female Householder	13.3%
With Related Children	10.1%
Nonfamily Households	6.3%

All Households with Children	41.5%
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Multigenerational Households	3.7%
Unmarried Partner Households	8.3%
Male-female	7.7%
Same-sex	0.6%

2010 Households by Size

Total	1,830
1 Person Household	26.0%
2 Person Household	28.6%
3 Person Household	19.0%
4 Person Household	15.7%
5 Person Household	7.0%
6 Person Household	2.6%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	1,830
Owner Occupied	63.9%
Owned with a Mortgage/Loan	59.3%
Owned Free and Clear	4.6%
Renter Occupied	36.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Demographic and Income Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Summary	Census 2010	2012	2017				
Population	4,801	4,900	5,105				
Households	1,830	1,855	1,937				
Families	1,238	1,295	1,340				
Average Household Size	2.62	2.64	2.63				
Owner Occupied Housing Units	1,170	1,255	1,358				
Renter Occupied Housing Units	660	600	579				
Median Age	30.5	31.2	31.3				
Trends: 2012 - 2017 Annual Rate	Area	State	National				
Population	0.82%	0.14%	0.68%				
Households	0.87%	0.28%	0.74%				
Families	0.69%	0.07%	0.72%				
Owner HHs	1.59%	0.48%	0.91%				
Median Household Income	1.80%	3.19%	2.55%				
Households by Income	2012		2017				
	Number	Percent	Number	Percent			
	<\$15,000	225	12.1%	212	11.0%		
	\$15,000 - \$24,999	190	10.2%	151	7.8%		
	\$25,000 - \$34,999	133	7.2%	107	5.5%		
	\$35,000 - \$49,999	399	21.5%	338	17.5%		
	\$50,000 - \$74,999	544	29.3%	672	34.7%		
	\$75,000 - \$99,999	202	10.9%	266	13.7%		
	\$100,000 - \$149,999	108	5.8%	126	6.5%		
	\$150,000 - \$199,999	38	2.0%	45	2.3%		
	\$200,000+	16	0.9%	19	1.0%		
Median Household Income	\$48,970		\$53,544				
Average Household Income	\$55,602		\$61,021				
Per Capita Income	\$20,733		\$22,825				
Population by Age	Census 2010		2012		2017		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	546	11.4%	527	10.8%	552	10.8%
	5 - 9	398	8.3%	393	8.0%	409	8.0%
	10 - 14	326	6.8%	335	6.8%	352	6.9%
	15 - 19	243	5.1%	246	5.0%	244	4.8%
	20 - 24	307	6.4%	327	6.7%	317	6.2%
	25 - 34	1,057	22.0%	1,049	21.4%	1,112	21.8%
	35 - 44	699	14.6%	702	14.3%	727	14.2%
	45 - 54	530	11.0%	556	11.3%	533	10.4%
	55 - 64	414	8.6%	435	8.9%	469	9.2%
	65 - 74	163	3.4%	201	4.1%	250	4.9%
	75 - 84	82	1.7%	95	1.9%	101	2.0%
	85+	36	0.7%	34	0.7%	38	0.7%
	Race and Ethnicity	Census 2010		2012		2017	
		Number	Percent	Number	Percent	Number	Percent
White Alone		4,565	95.1%	4,637	94.6%	4,720	92.4%
Black Alone		78	1.6%	101	2.1%	187	3.7%
American Indian Alone		16	0.3%	10	0.2%	12	0.2%
Asian Alone		35	0.7%	38	0.8%	46	0.9%
Pacific Islander Alone		1	0.0%	1	0.0%	2	0.0%
Some Other Race Alone		28	0.6%	33	0.7%	49	1.0%
Two or More Races		78	1.6%	80	1.6%	90	1.8%
Hispanic Origin (Any Race)		91	1.9%	115	2.3%	165	3.2%

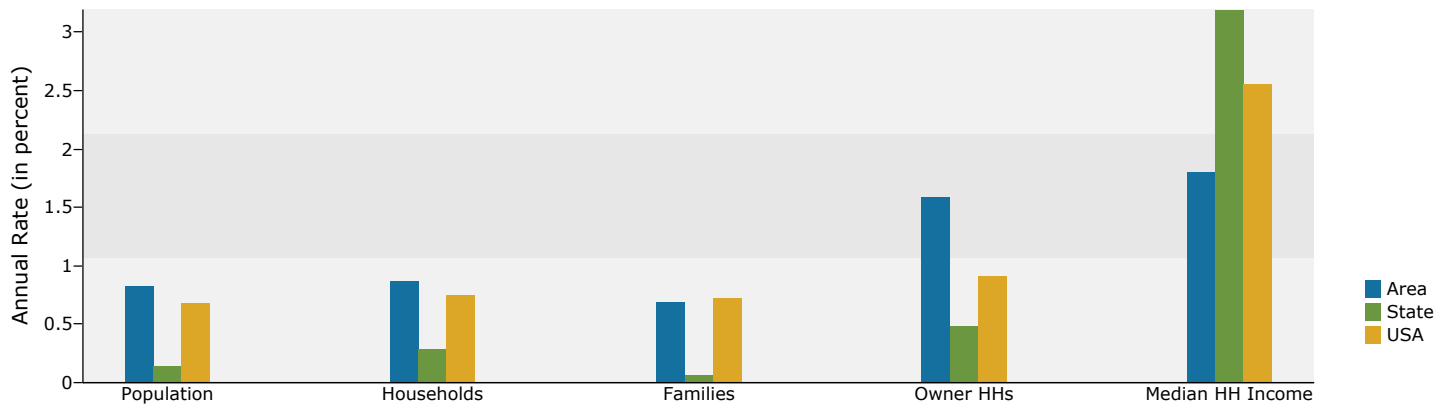
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

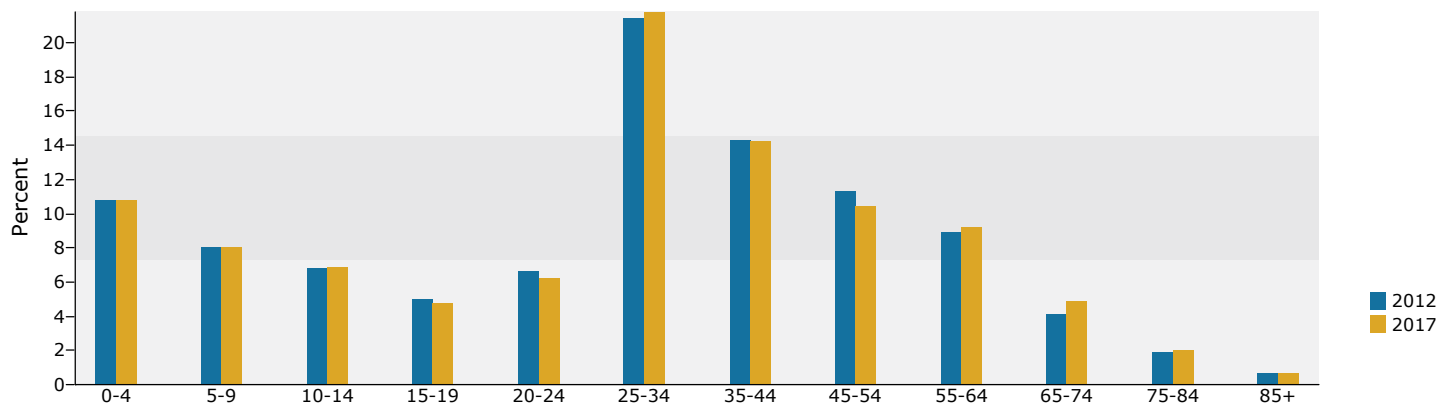
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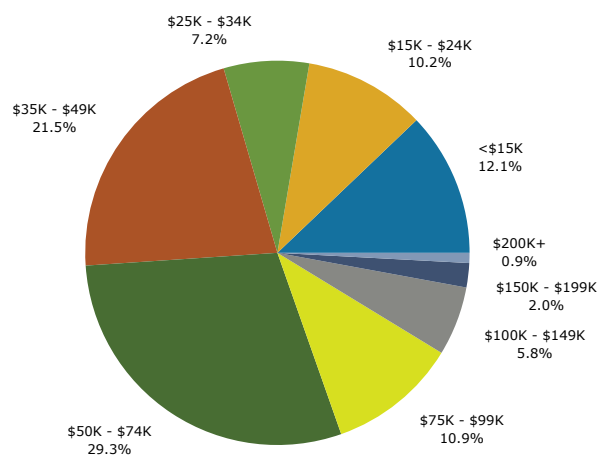
Trends 2012-2017



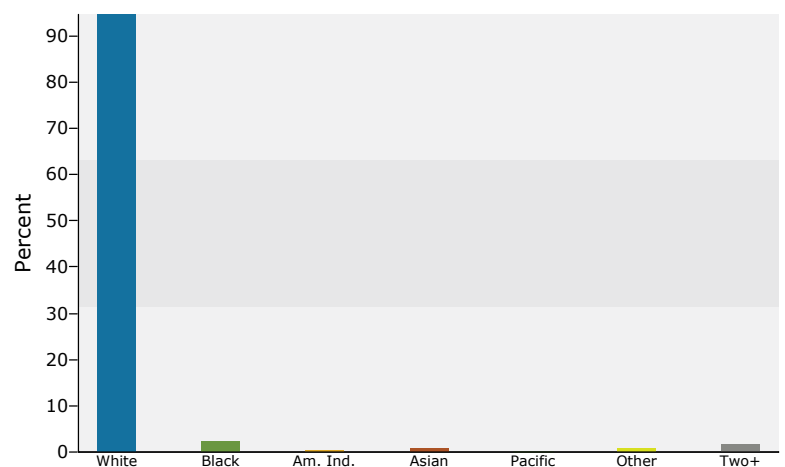
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 2.3%



Retail MarketPlace Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Summary Demographics

2010 Population	4,017
2010 Households	1,611
2010 Median Disposable Income	\$45,925
2010 Per Capita Income	\$24,562

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$37,234,386	\$14,326,682	\$22,907,704	44.4	23
Total Retail Trade	44-45	\$31,761,998	\$13,626,529	\$18,135,469	40.0	20
Total Food & Drink	722	\$5,472,388	\$700,153	\$4,772,235	77.3	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,597,867	\$1,889,108	\$5,708,759	60.2	5
Automobile Dealers	4411	\$6,476,617	\$642,506	\$5,834,111	81.9	1
Other Motor Vehicle Dealers	4412	\$532,523	\$567,182	-\$34,659	-3.2	2
Auto Parts, Accessories & Tire Stores	4413	\$588,727	\$679,420	-\$90,693	-7.2	2
Furniture & Home Furnishings Stores	442	\$531,713	\$0	\$531,713	100.0	0
Furniture Stores	4421	\$277,430	\$0	\$277,430	100.0	0
Home Furnishings Stores	4422	\$254,283	\$0	\$254,283	100.0	0
Electronics & Appliance Stores	4431	\$1,339,218	\$296,468	\$1,042,750	63.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,184,120	\$331,035	\$853,085	56.3	3
Bldg Material & Supplies Dealers	4441	\$1,119,617	\$216,497	\$903,120	67.6	2
Lawn & Garden Equip & Supply Stores	4442	\$64,503	\$114,538	-\$50,035	-27.9	1
Food & Beverage Stores	445	\$5,605,791	\$68,671	\$5,537,120	97.6	1
Grocery Stores	4451	\$5,372,248	\$0	\$5,372,248	100.0	0
Specialty Food Stores	4452	\$79,886	\$0	\$79,886	100.0	0
Beer, Wine & Liquor Stores	4453	\$153,657	\$68,671	\$84,986	38.2	1
Health & Personal Care Stores	446,4461	\$624,063	\$1,584,954	-\$960,891	-43.5	4
Gasoline Stations	447,4471	\$5,265,598	\$6,589,257	-\$1,323,659	-11.2	1
Clothing & Clothing Accessories Stores	448	\$925,849	\$438,611	\$487,238	35.7	1
Clothing Stores	4481	\$671,983	\$0	\$671,983	100.0	0
Shoe Stores	4482	\$148,932	\$0	\$148,932	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$104,934	\$438,611	-\$333,677	-61.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$151,584	\$0	\$151,584	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$116,480	\$0	\$116,480	100.0	0
Book, Periodical & Music Stores	4512	\$35,104	\$0	\$35,104	100.0	0
General Merchandise Stores	452	\$5,206,572	\$2,291,683	\$2,914,889	38.9	1
Department Stores Excluding Leased Depts.	4521	\$2,245,619	\$0	\$2,245,619	100.0	0
Other General Merchandise Stores	4529	\$2,960,953	\$2,291,683	\$669,270	12.7	1
Miscellaneous Store Retailers	453	\$439,666	\$136,742	\$302,924	52.6	3
Florists	4531	\$23,912	\$79,145	-\$55,233	-53.6	1
Office Supplies, Stationery & Gift Stores	4532	\$149,722	\$0	\$149,722	100.0	0
Used Merchandise Stores	4533	\$10,465	\$34,646	-\$24,181	-53.6	1
Other Miscellaneous Store Retailers	4539	\$255,567	\$22,951	\$232,616	83.5	1
Nonstore Retailers	454	\$2,889,957	\$0	\$2,889,957	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,747,317	\$0	\$2,747,317	100.0	0
Vending Machine Operators	4542	\$4,178	\$0	\$4,178	100.0	0
Direct Selling Establishments	4543	\$138,462	\$0	\$138,462	100.0	0
Food Services & Drinking Places	722	\$5,472,388	\$700,153	\$4,772,235	77.3	3
Full-Service Restaurants	7221	\$1,940,839	\$381,066	\$1,559,773	67.2	1
Limited-Service Eating Places	7222	\$3,046,575	\$0	\$3,046,575	100.0	0
Special Food Services	7223	\$383,525	\$233,703	\$149,822	24.3	1
Drinking Places - Alcoholic Beverages	7224	\$101,449	\$85,384	\$16,065	8.6	1

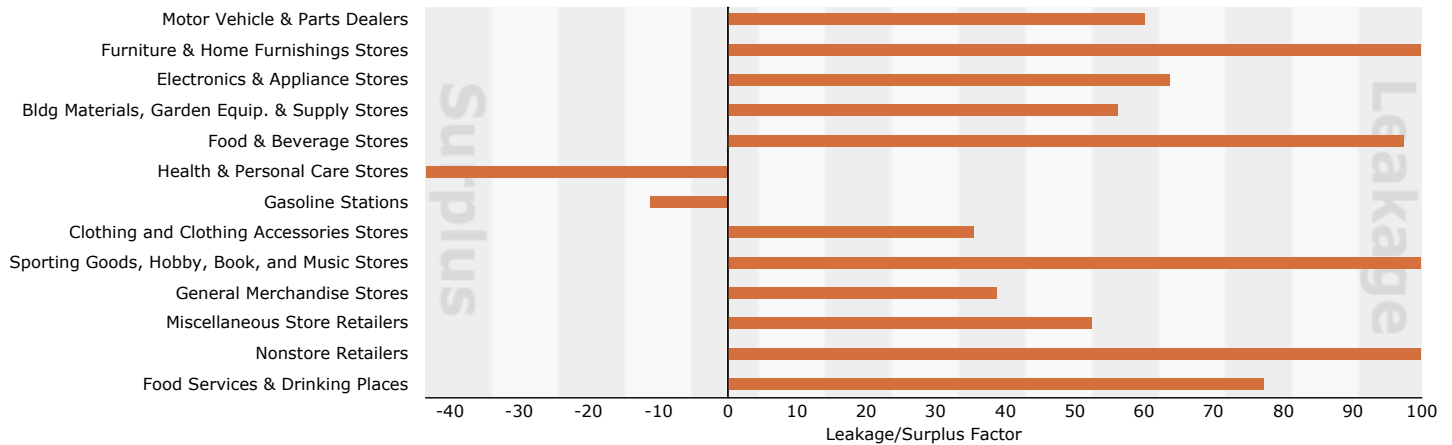
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

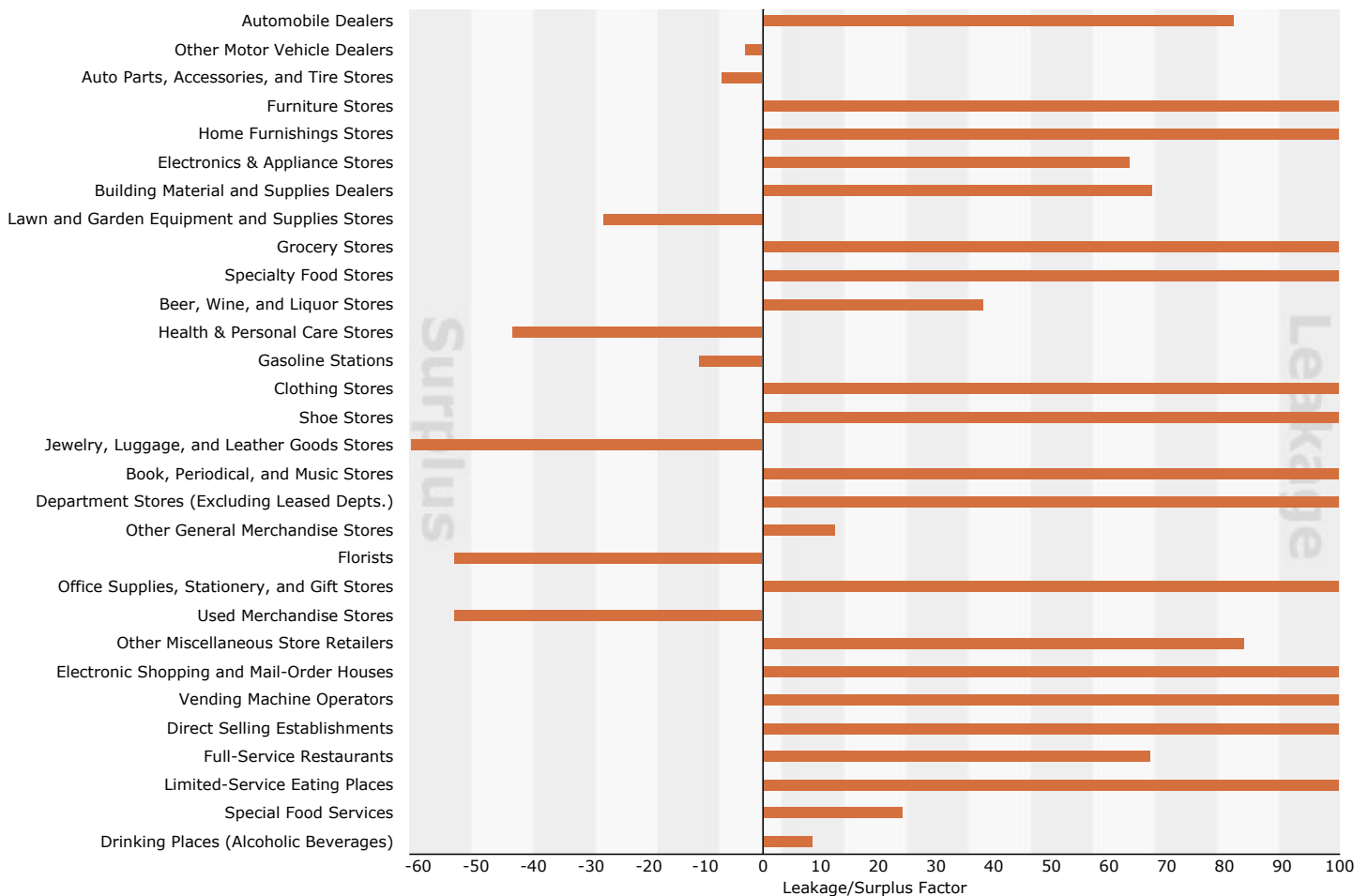
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Census 2010 Summary Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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	2000	2010	2000-2010 Annual Rate
Population	2,979	4,801	4.89%
Households	1,171	1,830	4.57%
Housing Units	1,248	1,974	4.69%
Population by Race			
Total		4,801	100.0%
Population Reporting One Race		4,723	98.4%
White		4,565	95.1%
Black		78	1.6%
American Indian		16	0.3%
Asian		35	0.7%
Pacific Islander		1	0.0%
Some Other Race		28	0.6%
Population Reporting Two or More Races		78	1.6%
Total Hispanic Population		91	1.9%
Population by Sex			
Male		2,327	48.5%
Female		2,474	51.5%
Population by Age			
Total		4,801	100.0%
Age 0 - 4		546	11.4%
Age 5 - 9		398	8.3%
Age 10 - 14		326	6.8%
Age 15 - 19		243	5.1%
Age 20 - 24		307	6.4%
Age 25 - 29		523	10.9%
Age 30 - 34		534	11.1%
Age 35 - 39		398	8.3%
Age 40 - 44		301	6.3%
Age 45 - 49		258	5.4%
Age 50 - 54		272	5.7%
Age 55 - 59		239	5.0%
Age 60 - 64		175	3.6%
Age 65 - 69		103	2.1%
Age 70 - 74		60	1.3%
Age 75 - 79		45	0.9%
Age 80 - 84		37	0.8%
Age 85+		36	0.8%
Age 18+		3,376	70.3%
Age 65+		281	5.9%
Median Age by Sex and Race/Hispanic Origin			
Total Population		30.5	
Male		30.2	
Female		30.9	
White Alone		30.6	
Black Alone		29.4	
American Indian Alone		30.0	
Asian Alone		34.6	
Pacific Islander Alone		57.5	
Some Other Race Alone		18.3	
Two or More Races		18.8	
Hispanic Population		23.1	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

April 18, 2013

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Census 2010 Summary Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Households by Type

Total	1,830	100.0%
Households with 1 Person	476	26.0%
Households with 2+ People	1,354	74.0%
Family Households	1,238	67.7%
Husband-wife Families	900	49.2%
With Own Children	488	26.7%
Other Family (No Spouse Present)	338	18.5%
With Own Children	215	11.7%
Nonfamily Households	116	6.3%
All Households with Children	760	41.5%
Multigenerational Households	67	3.7%
Unmarried Partner Households	151	8.3%
Male-female	140	7.7%
Same-sex	11	0.6%
Average Household Size	2.62	

Family Households by Size

Total	1,238	100.0%
2 People	431	34.8%
3 People	332	26.8%
4 People	281	22.7%
5 People	126	10.2%
6 People	47	3.8%
7+ People	21	1.7%
Average Family Size	3.15	

Nonfamily Households by Size

Total	592	100.0%
1 Person	476	80.4%
2 People	92	15.5%
3 People	15	2.5%
4 People	6	1.0%
5 People	2	0.3%
6 People	0	0.0%
7+ People	1	0.2%
Average Nonfamily Size	1.26	

Population by Relationship and Household Type

Total	4,801	100.0%
In Households	4,796	99.9%
In Family Households	4,050	84.4%
Householder	1,238	25.8%
Spouse	900	18.7%
Child	1,625	33.8%
Other relative	142	3.0%
Nonrelative	145	3.0%
In Nonfamily Households	746	15.5%
In Group Quarters	5	0.1%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	5	0.1%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Family Households by Age of Householder

Total	1,238	100.0%
Householder Age 15 - 44	808	65.3%
Householder Age 45 - 54	210	17.0%
Householder Age 55 - 64	148	12.0%
Householder Age 65 - 74	44	3.6%
Householder Age 75+	28	2.3%

Nonfamily Households by Age of Householder

Total	592	100.0%
Householder Age 15 - 44	234	39.5%
Householder Age 45 - 54	105	17.7%
Householder Age 55 - 64	120	20.3%
Householder Age 65 - 74	70	11.8%
Householder Age 75+	63	10.6%

Households by Race of Householder

Total	1,830	100.0%
Householder is White Alone	1,758	96.1%
Householder is Black Alone	32	1.7%
Householder is American Indian Alone	7	0.4%
Householder is Asian Alone	8	0.4%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	7	0.4%
Householder is Two or More Races	17	0.9%
Households with Hispanic Householder	26	1.4%

Husband-wife Families by Race of Householder

Total	900	100.0%
Householder is White Alone	865	96.1%
Householder is Black Alone	16	1.8%
Householder is American Indian Alone	4	0.4%
Householder is Asian Alone	4	0.4%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	4	0.4%
Householder is Two or More Races	6	0.7%
Husband-wife Families with Hispanic Householder	17	1.9%

Other Families (No Spouse) by Race of Householder

Total	338	100.0%
Householder is White Alone	325	96.2%
Householder is Black Alone	5	1.5%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	0.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.3%
Householder is Two or More Races	4	1.2%
Other Families with Hispanic Householder	5	1.5%

Nonfamily Households by Race of Householder

Total	592	100.0%
Householder is White Alone	568	95.9%
Householder is Black Alone	11	1.9%
Householder is American Indian Alone	3	0.5%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.3%
Householder is Two or More Races	7	1.2%
Nonfamily Households with Hispanic Householder	4	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Total Housing Units by Occupancy

Total	1,974	100.0%
Occupied Housing Units	1,830	92.7%
Vacant Housing Units		
For Rent	65	3.3%
Rented, not Occupied	3	0.2%
For Sale Only	34	1.7%
Sold, not Occupied	1	0.1%
For Seasonal/Recreational/Occasional Use	1	0.1%
For Migrant Workers	0	0.0%
Other Vacant	40	2.0%
Total Vacancy Rate	7.3%	

Households by Tenure and Mortgage Status

Total	1,830	100.0%
Owner Occupied	1,170	63.9%
Owned with a Mortgage/Loan	1,085	59.3%
Owned Free and Clear	85	4.6%
Average Household Size	2.78	
Renter Occupied	660	36.1%
Average Household Size	2.35	

Owner-occupied Housing Units by Race of Householder

Total	1,170	100.0%
Householder is White Alone	1,135	97.0%
Householder is Black Alone	20	1.7%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	4	0.3%
Householder is Two or More Races	5	0.4%
Owner-occupied Housing Units with Hispanic Householder	16	1.4%

Renter-occupied Housing Units by Race of Householder

Total	660	100.0%
Householder is White Alone	623	94.4%
Householder is Black Alone	12	1.8%
Householder is American Indian Alone	5	0.8%
Householder is Asian Alone	5	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.5%
Householder is Two or More Races	12	1.8%
Renter-occupied Housing Units with Hispanic Householder	10	1.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.62
Householder is Black Alone	2.50
Householder is American Indian Alone	2.00
Householder is Asian Alone	3.13
Householder is Pacific Islander Alone	5.00
Householder is Some Other Race Alone	3.71
Householder is Two or More Races	2.24
Householder is Hispanic	2.96

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Demographic Summary		2011	2016
Population		4,868	5,209
Population 18+		3,462	3,718
Households		1,851	1,963
Median Household Income		\$52,405	\$57,336

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,807	52.2%	105
Bought any women's apparel in last 12 months	1,671	48.3%	106
Bought apparel for child <13 in last 6 months	1,183	34.2%	121
Bought any shoes in last 12 months	1,887	54.5%	105
Bought costume jewelry in last 12 months	790	22.8%	109
Bought any fine jewelry in last 12 months	747	21.6%	98
Bought a watch in last 12 months	683	19.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	1,652	89.2%	104
HH bought/leased new vehicle last 12 mo	201	10.9%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,155	91.1%	105
Bought/changed motor oil in last 12 months	1,914	55.3%	107
Had tune-up in last 12 months	1,167	33.7%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,283	65.9%	107
Drank regular cola in last 6 months	1,835	53.0%	104
Drank beer/ale in last 6 months	1,527	44.1%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	412	11.9%	93
Bought film in last 12 months	689	19.9%	105
Bought digital camera in last 12 months	253	7.3%	107
Bought memory card for camera in last 12 months	264	7.6%	100
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,327	38.3%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	660	19.1%	90
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,294	37.4%	115
Avg monthly cell/mobile phone/PDA bill: \$100+	813	23.5%	111
Computers (Households)			
HH owns a personal computer	1,498	80.9%	109
Spent <\$500 on most recent home PC purchase	175	9.5%	109
Spent \$500-\$999 on most recent home PC purchase	390	21.1%	118
Spent \$1000-\$1499 on most recent home PC purchase	263	14.2%	108
Spent \$1500-\$1999 on most recent home PC purchase	140	7.6%	106
Spent \$2000+ on most recent home PC purchase	130	7.0%	112

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,228	64.4%	107
Bought cigarettes at convenience store in last 30 days	625	18.1%	117
Bought gas at convenience store in last 30 days	1,353	39.1%	117
Spent at convenience store in last 30 days: <\$20	338	9.8%	101
Spent at convenience store in last 30 days: \$20-39	344	9.9%	98
Spent at convenience store in last 30 days: \$40+	1,394	40.3%	113
Entertainment (Adults)			
Attended movies in last 6 months	2,262	65.3%	111
Went to live theater in last 12 months	488	14.1%	107
Went to a bar/night club in last 12 months	698	20.2%	106
Dined out in last 12 months	1,773	51.2%	104
Gambled at a casino in last 12 months	538	15.5%	97
Visited a theme park in last 12 months	893	25.8%	120
DVDs rented in last 30 days: 1	125	3.6%	136
DVDs rented in last 30 days: 2	201	5.8%	126
DVDs rented in last 30 days: 3	103	3.0%	93
DVDs rented in last 30 days: 4	150	4.3%	113
DVDs rented in last 30 days: 5+	609	17.6%	133
DVDs purchased in last 30 days: 1	211	6.1%	122
DVDs purchased in last 30 days: 2	222	6.4%	136
DVDs purchased in last 30 days: 3-4	160	4.6%	100
DVDs purchased in last 30 days: 5+	171	4.9%	95
Spent on toys/games in last 12 months: <\$50	216	6.2%	103
Spent on toys/games in last 12 months: \$50-\$99	111	3.2%	116
Spent on toys/games in last 12 months: \$100-\$199	265	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	463	13.4%	124
Spent on toys/games in last 12 months: \$500+	227	6.6%	115
Financial (Adults)			
Have home mortgage (1st)	785	22.7%	118
Used ATM/cash machine in last 12 months	2,027	58.6%	115
Own any stock	290	8.4%	91
Own U.S. savings bond	222	6.4%	94
Own shares in mutual fund (stock)	306	8.8%	94
Own shares in mutual fund (bonds)	196	5.7%	96
Used full service brokerage firm in last 12 months	181	5.2%	84
Have savings account	1,372	39.6%	109
Have 401K retirement savings	708	20.5%	116
Did banking over the Internet in last 12 months	1,216	35.1%	128
Own any credit/debit card (in own name)	2,707	78.2%	106
Avg monthly credit card expenditures: <\$111	496	14.3%	104
Avg monthly credit card expenditures: \$111-225	307	8.9%	114
Avg monthly credit card expenditures: \$226-450	298	8.6%	115
Avg monthly credit card expenditures: \$451-700	225	6.5%	102
Avg monthly credit card expenditures: \$701+	454	13.1%	98

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,575	74.4%	105
Used bread in last 6 months	3,367	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	2,786	80.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	1,879	54.3%	103
Used fresh fruit/vegetables in last 6 months	3,019	87.2%	100
Used fresh milk in last 6 months	3,173	91.7%	101
Health (Adults)			
Exercise at home 2+ times per week	1,142	33.0%	110
Exercise at club 2+ times per week	501	14.5%	116
Visited a doctor in last 12 months	2,681	77.4%	100
Used vitamin/dietary supplement in last 6 months	1,665	48.1%	99
Home (Households)			
Any home improvement in last 12 months	581	31.4%	99
Used housekeeper/maid/prof HH cleaning service in the last 12 months	264	14.3%	91
Purchased any HH furnishing in last 12 months	631	34.1%	113
Purchased bedding/bath goods in last 12 months	1,081	58.4%	107
Purchased cooking/serving product in last 12 months	561	30.3%	110
Bought any kitchen appliance in last 12 months	345	18.6%	107
Insurance (Adults)			
Currently carry any life insurance	1,801	52.0%	110
Have medical/hospital/accident insurance	2,562	74.0%	103
Carry homeowner insurance	1,861	53.8%	103
Carry renter insurance	247	7.1%	116
Have auto/other vehicle insurance	2,988	86.3%	104
Pets (Households)			
HH owns any pet	1,009	54.5%	106
HH owns any cat	438	23.7%	99
HH owns any dog	728	39.3%	104
Reading Materials (Adults)			
Bought book in last 12 months	1,801	52.0%	104
Read any daily newspaper	1,278	36.9%	89
Heavy magazine reader	779	22.5%	113
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	2,714	78.4%	109
Went to family restaurant/steak house last mo: <2 times	890	25.7%	100
Went to family restaurant/steak house last mo: 2-4 times	973	28.1%	104
Went to family restaurant/steak house last mo: 5+ times	851	24.6%	127
Went to fast food/drive-in restaurant in last 6 mo	3,196	92.3%	104
Went to fast food/drive-in restaurant <6 times/mo	1,084	31.3%	90
Went to fast food/drive-in restaurant 6-13 times/mo	1,087	31.4%	109
Went to fast food/drive-in restaurant 14+ times/mo	1,026	29.6%	119
Fast food/drive-in last 6 mo: eat in	1,255	36.3%	96
Fast food/drive-in last 6 mo: home delivery	463	13.4%	128
Fast food/drive-in last 6 mo: take-out/drive-thru	2,141	61.8%	119
Fast food/drive-in last 6 mo: take-out/walk-in	799	23.1%	94

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,183	63.9%	99
HH average monthly long distance phone bill: <\$16	491	26.5%	96
HH average monthly long distance phone bill: \$16-25	198	10.7%	94
HH average monthly long distance phone bill: \$26-59	141	7.6%	83
HH average monthly long distance phone bill: \$60+	76	4.1%	92
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	314	17.0%	86
HH owns 2 TVs	501	27.1%	103
HH owns 3 TVs	446	24.1%	108
HH owns 4+ TVs	393	21.2%	102
HH subscribes to cable TV	1,140	61.6%	106
HH Purchased audio equipment in last 12 months	215	11.6%	119
HH Purchased CD player in last 12 months	83	4.5%	116
HH Purchased DVD player in last 12 months	221	11.9%	123
HH Purchased MP3 player in last 12 months	483	14.0%	136
HH Purchased video game system in last 12 months	231	12.5%	116
Travel (Adults)			
Domestic travel in last 12 months	1,966	56.8%	109
Took 3+ domestic trips in last 12 months	584	16.9%	113
Spent on domestic vacations last 12 mo: <\$1000	501	14.5%	115
Spent on domestic vacations last 12 mo: \$1000-\$1499	237	6.8%	102
Spent on domestic vacations last 12 mo: \$1500-\$1999	174	5.0%	123
Spent on domestic vacations last 12 mo: \$2000-\$2999	142	4.1%	99
Spent on domestic vacations last 12 mo: \$3000+	158	4.6%	90
Foreign travel in last 3 years	927	26.8%	103
Took 3+ foreign trips by plane in last 3 years	148	4.3%	89
Spent on foreign vacations last 12 mo: <\$1000	181	5.2%	87
Spent on foreign vacations last 12 mo: \$1000-\$2999	115	3.3%	81
Spent on foreign vacations last 12 mo: \$3000+	169	4.9%	98
Stayed 1+ nights at hotel/motel in last 12 months	1,551	44.8%	111

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April 18, 2013

Made with Esri Business Analyst



Restaurant Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.clermontcountyohio.biz

Demographic Summary		2011	2016
Population		4,868	5,209
Population 18+		3,462	3,718
Households		1,851	1,963
Median Household Income		\$52,405	\$57,336
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,714	78.4%	109
Family restaurant/steak house last month: <2 times	890	25.7%	100
Family restaurant/steak house last month: 2-4 times	973	28.1%	104
Family restaurant/steak house last month: 5+ times	851	24.6%	127
Family restaurant/steak house last 6 months: breakfast	533	15.4%	118
Family restaurant/steak house last 6 months: lunch	949	27.4%	111
Family restaurant/steak house last 6 months: snack	110	3.2%	113
Family restaurant/steak house last 6 months: dinner	2,099	60.6%	115
Family restaurant/steak house last 6 months: weekday	1,540	44.5%	116
Family restaurant/steak house last 6 months: weekend	1,767	51.0%	115
Family restaurant/steak house last 6 months: Applebee's	979	28.3%	112
Family restaurant/steak house last 6 months: Bennigan's	111	3.2%	144
Family restaurant/steak house last 6 months: Bob Evans Farm	169	4.9%	108
Family restaurant/steak house last 6 months: Cheesecake Factory	259	7.5%	112
Family restaurant/steak house last 6 months: Chili's Grill & Bar	544	15.7%	135
Family restaurant/steak house last 6 months: Cracker Barrel	472	13.6%	124
Family restaurant/steak house last 6 months: Denny's	343	9.9%	109
Family restaurant/steak house last 6 months: Friendly's	62	1.8%	46
Family restaurant/steak house last 6 months: Golden Corral	310	9.0%	125
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	524	15.1%	130
Family restaurant/steak house last 6 months: Lone Star Steakhouse	96	2.8%	103
Family restaurant/steak house last 6 months: Old Country Buffet	87	2.5%	89
Family restaurant/steak house last 6 months: Olive Garden	764	22.1%	124
Family restaurant/steak house last 6 months: Outback Steakhouse	481	13.9%	122
Family restaurant/steak house last 6 months: Perkins	106	3.1%	85
Family restaurant/steak house last 6 months: Red Lobster	548	15.8%	118
Family restaurant/steak house last 6 months: Red Robin	264	7.6%	135
Family restaurant/steak house last 6 months: Ruby Tuesday	360	10.4%	125
Family restaurant/steak house last 6 months: Ryan's	124	3.6%	96
Family restaurant/steak house last 6 months: Sizzler	93	2.7%	88
Family restaurant/steak house last 6 months: T.G.I. Friday's	418	12.1%	117
Went to fast food/drive-in restaurant in last 6 months	3,196	92.3%	104
Went to fast food/drive-in restaurant <6 times/month	1,084	31.3%	90
Went to fast food/drive-in restaurant 6-13 times/month	1,087	31.4%	109
Went to fast food/drive-in restaurant 14+ times/month	1,026	29.6%	119
Fast food/drive-in last 6 months: breakfast	1,005	29.0%	106
Fast food/drive-in last 6 months: lunch	2,214	64.0%	109
Fast food/drive-in last 6 months: snack	599	17.3%	99
Fast food/drive-in last 6 months: dinner	1,907	55.1%	114

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Restaurant Market Potential

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Amelia village, OH (3901742)
Geography: Place

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	2,509	72.5%	109
Fast food/drive-in last 6 months: weekend	1,811	52.3%	109
Fast food/drive-in last 6 months: A & W	151	4.4%	97
Fast food/drive-in last 6 months: Arby's	840	24.3%	119
Fast food/drive-in last 6 months: Boston Market	164	4.7%	99
Fast food/drive-in last 6 months: Burger King	1,255	36.3%	101
Fast food/drive-in last 6 months: Captain D's	178	5.1%	101
Fast food/drive-in last 6 months: Carl's Jr.	199	5.7%	90
Fast food/drive-in last 6 months: Checkers	121	3.5%	110
Fast food/drive-in last 6 months: Chick-fil-A	708	20.5%	159
Fast food/drive-in last 6 months: Chipotle Mex. Grill	267	7.7%	125
Fast food/drive-in last 6 months: Chuck E. Cheese	197	5.7%	127
Fast food/drive-in last 6 months: Church's Fr. Chicken	165	4.8%	111
Fast food/drive-in last 6 months: Dairy Queen	626	18.1%	114
Fast food/drive-in last 6 months: Del Taco	126	3.6%	107
Fast food/drive-in last 6 months: Domino's Pizza	531	15.3%	114
Fast food/drive-in last 6 months: Dunkin' Donuts	305	8.8%	76
Fast food/drive-in last 6 months: Fuddruckers	157	4.5%	160
Fast food/drive-in last 6 months: Hardee's	224	6.5%	97
Fast food/drive-in last 6 months: Jack in the Box	390	11.3%	107
Fast food/drive-in last 6 months: KFC	998	28.8%	105
Fast food/drive-in last 6 months: Little Caesars	374	10.8%	148
Fast food/drive-in last 6 months: Long John Silver's	236	6.8%	109
Fast food/drive-in last 6 months: McDonald's	2,031	58.7%	106
Fast food/drive-in last 6 months: Panera Bread	349	10.1%	103
Fast food/drive-in last 6 months: Papa John's	427	12.3%	142
Fast food/drive-in last 6 months: Pizza Hut	832	24.0%	109
Fast food/drive-in last 6 months: Popeyes	286	8.3%	113
Fast food/drive-in last 6 months: Quiznos	424	12.2%	135
Fast food/drive-in last 6 months: Sonic Drive-In	560	16.2%	137
Fast food/drive-in last 6 months: Starbucks	581	16.8%	111
Fast food/drive-in last 6 months: Steak n Shake	238	6.9%	137
Fast food/drive-in last 6 months: Subway	1,222	35.3%	112
Fast food/drive-in last 6 months: Taco Bell	1,324	38.2%	119
Fast food/drive-in last 6 months: Wendy's	1,291	37.3%	120
Fast food/drive-in last 6 months: Whataburger	258	7.5%	153
Fast food/drive-in last 6 months: White Castle	133	3.8%	97
Fast food/drive-in last 6 months: eat in	1,255	36.3%	96
Fast food/drive-in last 6 months: home delivery	463	13.4%	128
Fast food/drive-in last 6 months: take-out/drive-thru	2,141	61.8%	119
Fast food/drive-in last 6 months: take-out/walk-in	799	23.1%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

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Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Total	99.9%	12.3%	812
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Tapestry Segment	Green Bar (%)	Blue Bar (%)
53. Home Town	1	2
17. Green Acres	1	3
36. Old and Newcomers	16	2
48. Great Expectations	23	2
12. Up and Coming Families	58	4

Source: Esri



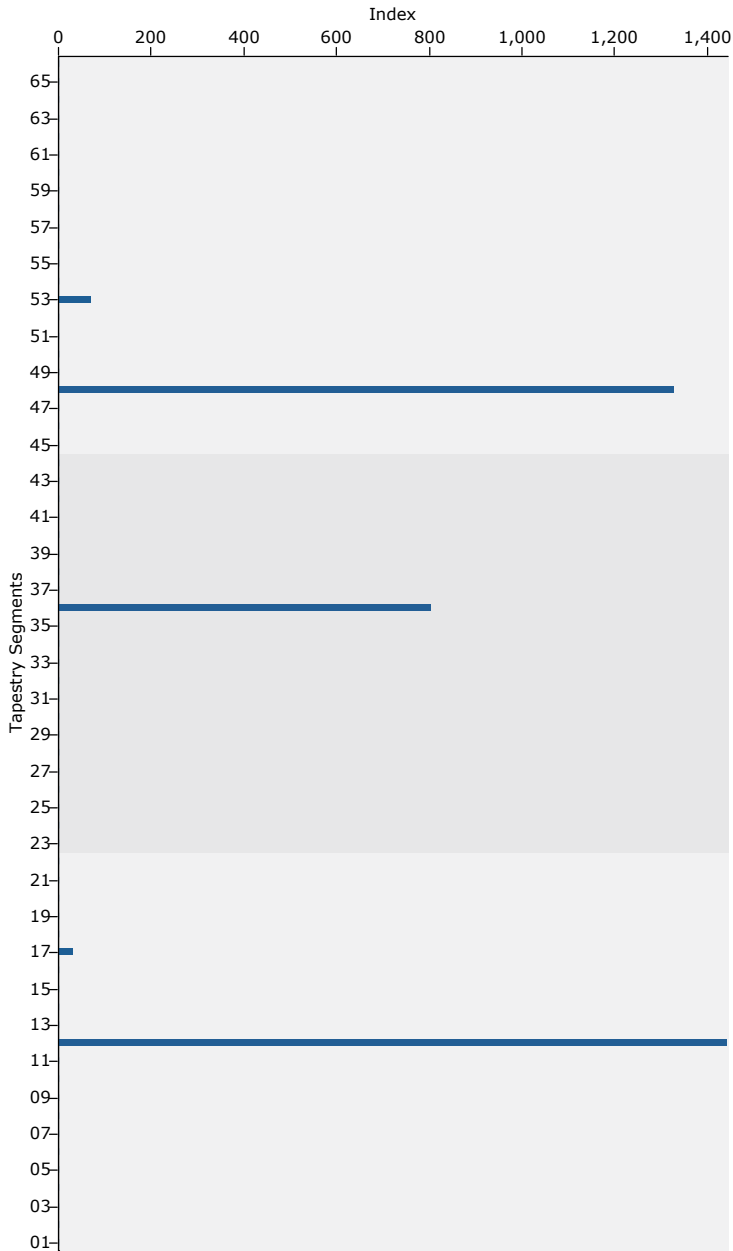
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

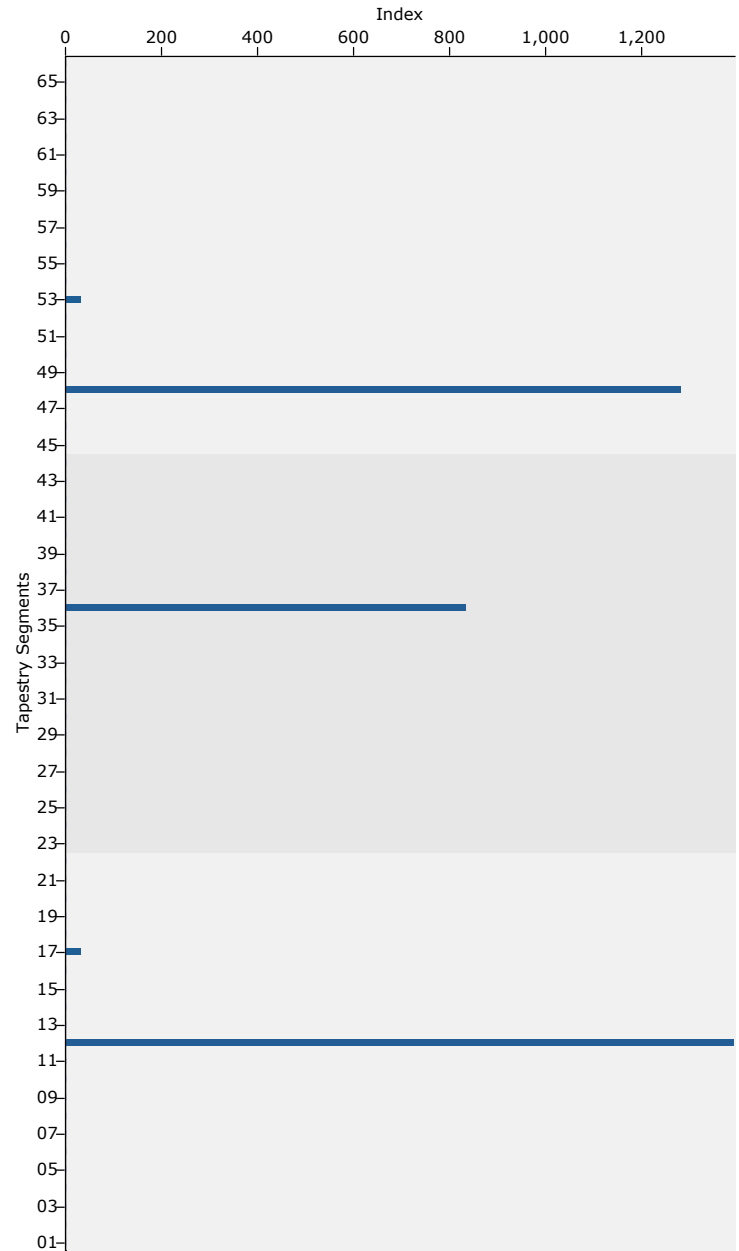
Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.clermontcountyohio.biz

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,851	100.0%		4,868	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	19	1.0%	8	56	1.2%	9
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	19	1.0%	33	56	1.2%	36
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	304	16.4%	225	646	13.3%	240
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	304	16.4%	807	646	13.3%	838
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,851	100.0%		4,868	100.0%	
L7. High Hopes	420	22.7%	562	968	19.9%	517
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	420	22.7%	1332	968	19.9%	1285
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,089	58.8%	665	3,173	65.2%	625
12 Up and Coming Families	1,089	58.8%	1445	3,173	65.2%	1395
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	19	1.0%	11	25	0.5%	6
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	19	1.0%	72	25	0.5%	36
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,851	100.0%		4,868	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	304	16.4%	149	646	13.3%	132
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	304	16.4%	807	646	13.3%	838
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	420	22.7%	217	968	19.9%	178
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	420	22.7%	1332	968	19.9%	1285

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Tapestry Urbanization Groups		2011 Households			2011 Population		
		Number	Percent	Index	Number	Percent	Index
Total:		1,851	100.0%		4,868	100.0%	
U6. Urban Outskirts II		0	0.0%	0	0	0.0%	0
51 Metro City Edge		0	0.0%	0	0	0.0%	0
55 College Towns		0	0.0%	0	0	0.0%	0
57 Simple Living		0	0.0%	0	0	0.0%	0
59 Southwestern Families		0	0.0%	0	0	0.0%	0
62 Modest Income Homes		0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I		1,089	58.8%	365	3,173	65.2%	393
02 Suburban Splendor		0	0.0%	0	0	0.0%	0
06 Sophisticated Squires		0	0.0%	0	0	0.0%	0
07 Exurbanites		0	0.0%	0	0	0.0%	0
12 Up and Coming Families		1,089	58.8%	1445	3,173	65.2%	1395
13 In Style		0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters		0	0.0%	0	0	0.0%	0
15 Silver and Gold		0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II		19	1.0%	11	25	0.5%	6
18 Cozy and Comfortable		0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees		0	0.0%	0	0	0.0%	0
33 Midlife Junction		0	0.0%	0	0	0.0%	0
40 Military Proximity		0	0.0%	0	0	0.0%	0
43 The Elders		0	0.0%	0	0	0.0%	0
53 Home Town		19	1.0%	72	25	0.5%	36
U9. Small Towns		0	0.0%	0	0	0.0%	0
41 Crossroads		0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers		0	0.0%	0	0	0.0%	0
50 Heartland Communities		0	0.0%	0	0	0.0%	0
U10. Rural I		19	1.0%	10	56	1.2%	11
17 Green Acres		19	1.0%	33	56	1.2%	36
25 Salt of the Earth		0	0.0%	0	0	0.0%	0
26 Midland Crowd		0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers		0	0.0%	0	0	0.0%	0
U11. Rural II		0	0.0%	0	0	0.0%	0
37 Prairie Living		0	0.0%	0	0	0.0%	0
42 Southern Satellites		0	0.0%	0	0	0.0%	0
46 Rooted Rural		0	0.0%	0	0	0.0%	0
56 Rural Bypasses		0	0.0%	0	0	0.0%	0
66 Unclassified		0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

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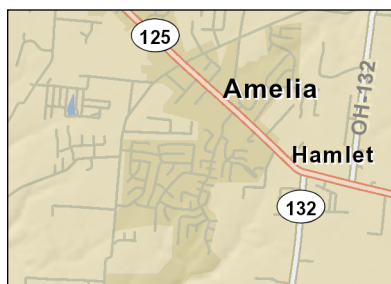
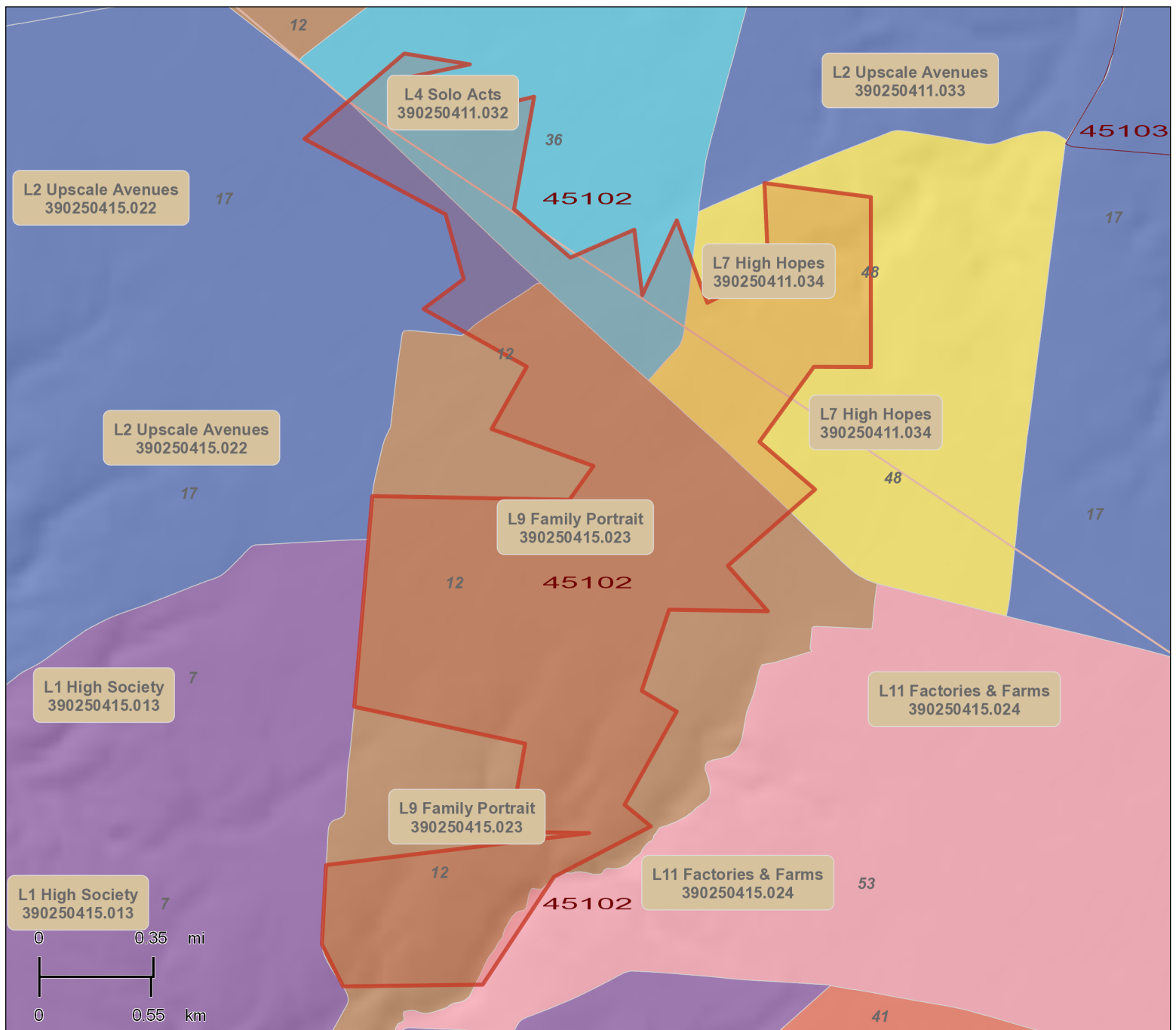


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Dominant Tapestry Site Map

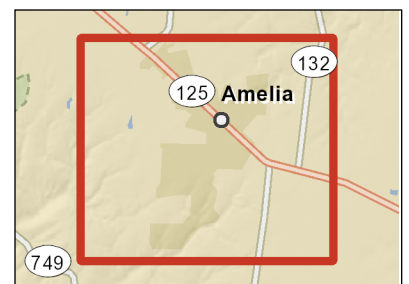
Amelia Village, OH
3901742 (Amelia village)
Geography: Popular places

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Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

April 18, 2013

Made with Esri Business Analyst

Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified

Source: Esri

April 18, 2013